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The Fifth Estate

Broadcasting Oct 17

Molly Granger on KHTV Houston.

"The one thing I want to stress most about TV independents, is that they need to realize the full potential of their place today. The time is right for them to be aggressive and not hang back.

"Gaylord's KHTV in Houston is a good example of a station that believes in itself and is willing to invest in its programming.

Molly Granger is Vice President-Media Director/Southwest, Eisaman, Johns & Laws Advertising, Inc., Houston.

"KHTV's 9 o'clock news, for instance, is extremely well-done. Even the time slot is perfect. Houston goes to work early, and a lot of people want to get to bed sooner, but still catch the news.

"KHTV is also not shy about grabbing hold of out-of-state sales people, and for that I give them kudos. It keeps KHTV objective and able to sell Houston as Houston is, rather than Houston as Houston was.

"All in all, we have had a long and pleasant relationship with KHTV, and other Gaylord stations as well. They are willing to work with us in any way they can to be included in our buy. And they usually are."

Gaylord Broadcasting

GB

KTVT Dallas/Ft. Worth • WTVT Tampa/St. Petersburg • KSTW-TV Seattle/Tacoma
WUAB-TV Cleveland/Lorain • KHTV Houston • WVUE-TV New Orleans • WVTV Milwaukee TELEREP

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Vol. 105 No. 16

Broadcasting Oct 17

Turner buys his competitor for $25 million □ Fallout from the SNC-CNN deal □ Perspective on Wirth □ Arbitron ADI's

TURNER TRIUMPH □ Hotly contested cable news fight ends as Ted Turner announces purchase of competitor Satellite News Channel and plans to shut it down, switching its 7.7 million homes to CNN or CNN Headline News. **PAGE 27.**

NATURAL SELECTION □ Although the year in cable has been marked by mergers, buyouts and shutdowns, industry leaders, analysts and advertisers say what is happening is only unfolding of evolutionary process. **PAGE 28.**

PICKING UP THE PIECES □ With decision to sell SNC only the latest cable-programing setback for ABC Video Enterprises and Group W Satellite Communications, executives at both take a hard look at what's next. **PAGE 29.**

MINDING THE CHILDREN □ Broadcasters and educators from around the country gathered at three-day NAB conference in Washington last week to compare notes on how to improve and increase children's programing. Shows screened get high marks, but educators feel more programing is needed. **PAGE 30.**

MARKET REPORT □ New Arbitron ADI rankings are out for U.S. television markets. List begins on **PAGE 32.**

BY POPULAR DEMAND □ Escalating need for programing makes syndicated off-network offerings such as *Hill Street Blues* and *Magnum P.I.* hot properties. **PAGE 34.**

SPOTLIGHT ON WIRTH □ The hard-working Colorado congressman minds the door through which broadcast deregulation must pass. BROADCASTING takes an in-depth look at the man, who at 44, has made a name for himself in communications, his political party and the nation. **PAGE 42-54.**

STRONG WORDS □ Valenti blasts FCC for its tentative decision on network syndication and financial interest rules. **PAGE 54.**

ROSY REPORT □ CBS announces increased earnings in third quarter. **PAGE 60.**

SYNDICATION SURVEY □ *Wheel of Fortune* and *Taxi* appear to be off to good start; *Thicke* a different story. **PAGE 64.**

EYE HAS IT □ CBS wins second week of season, just as it did the first. **PAGE 66.**

LEVEL FIELD □ ABC's Schneider decries different rules for different players in same game. **PAGE 68.**

OFF AND RUNNING □ Among election races at NAB is Stevens-O'Shaughnessy contest for radio board seat. **PAGE 69.**

DISH DEAL □ NBC and Comsat seal agreement for satellite communications network. **PAGE 72.**

FM IMPROVEMENT □ CBS and NAB engineers have created switchers that increase the quality of the FM radio signal. **PAGE 74.**

ON TOP □ Once he broke into the advertising business, Ken Robbins never looked back and now heads SSC&B/Lintas, one of the industry's leading agencies. **PAGE 95.**

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to generate awareness about programs.

One example cited by Jaffee was the January/February 1983 issue of the NEA's newspaper which included a guide written by a New Jersey teacher for the ABC production of *Winds of War*. The April edition, she said,"included a guide for the *CBS Afternoon Playhouse* drama—*Revenge of the Nerd* written by Camille Faith, who also wrote a guide, which the NEA distributed last fall for ABC's *The Wave*, that was so successful we decided to make TV study guides an ongoing project."

Through the use of these curriculum guides, educators have been able to use television to their advantage, and "by working together, some of the minuses from television can turn into pluses," Marx said.

There was encouraging news for the industry too. Dr. Ner Littner, a doctor with the Chicago Institute for Psychoanalysis, told the broadcasters that studies conducted by the National Coalition on Television Violence that claim television has a harmful effect on children were "unadulterated crap.

"Television is our latest scapegoat for helping those of us who are parents avoid facing the unpleasant fact that we are the ones entirely responsible for our children being violent, or being passive or eating an excess of highly sugared cereals," Littner maintained. He argued that "as long as we can blame it all on television, we can try to conceal from ourselves the facts that we parents are actively engaged in producing children who are mentally ill; we are actively engaged in prepetuating the traumatic conditions that breed emotionally disturbed children, and we are carefully avoiding developing resources that would help our sick children get well."

Littner contended that "much of the so-called research on the effects of television viewing on children belongs in the never-never land of self-fullfiling prophecies." He suggested that rather than monitoring television, activist groups should spend their energies pushing for an increase in, and improvement of, mental health resources. "I believe that the traumatic impact of television programs or commercials on children is being grossly and dangerously exaggerated." Littner urged those present to resist all attempts from pressure groups to sway their judgment. "You really have to follow your own gut feelings about what is the best approach."

Eric Mink, television critic for the *St. Louis Post-Dispatch*, sympathized with broadcasters' concerns about government intervention. He felt that children were spending too much time in front of the television, but objected to the government dictating programing requirements. "I am not thrilled with children's television. Most of it is pretty rotten. But that's no excuse for the government to get into the media business," Mink said.

The session's workshops and screening sessions appeared to be well received. The programs attracting the most praise were: *Heads Up*, WBAL(TV) Baltimore; *Crumpets Corner*, WCVB-TV Boston; *Miss Fran*, KTVY(TV) Oklahoma City; *Kids Corner*, WLBT(TV) Jackson, Miss., and *Action News for Kids*, WBNG(TV) Binghamton, N.Y.

"Everything I've seen has provided a good foundation and has been most helpful," said Joyce Eves, public affairs director for WDSU-TV New Orleans. Eves's station is interested in doing children's programing and she said she picked up many "helpful hints." Karen Peckham, a writer and producer for WSOC-TV Charlotte, N.C., said the conference served as a "trading post," for ideas. □

What children think. This session featuring Mac McGarry, host of *It's Academic*, WRC-TV Washington, and children from the metropolitan area was a lively event. The youths talked about TV and fielded questions from the audience about their viewing habits. They all watched television regularly and NBC-TV's *Different Strokes*, *A Team* and *Knight Rider*, and public television's *3-2-1 Contact*, were at the top of their list. Cartoons were the least favorite of this group, composed of mostly nine-, 10- and 11-year-olds. The majority of their parents seemed to play an active role in their daily viewing routines, although some of the children had their own sets and complete control over the dial. They wanted to see more sitcoms with children in lead roles. They enjoy those programs the most because they feel they reflect real-life situations faced by average children.

Arbitron's new ADI's

Arbitron has released its 1983-84 area of dominant influence (ADI) rankings for U.S. television markets. Only one ADI changes, with Farmington, N.M., formerly its own ADI, now being included in the Albuquerque, N.M., market. That reduces total ADI's from 210 to 209. Arbitron's new listing estimates the nation's television households at 83,971,800, up 0.61% from last year's 83,462,600.

Top market changes include Houston moving from 11th to 10th; Cleveland dropping out of the top 10, from ninth to 11th, and Dallas-Fort Worth moving from 10th to ninth. Seattle-Takoma, Wash., moved past Atlanta to 15th, dropping Atlanta one notch to 16th. Sacramento-Stockton, Calif., replaced Baltimore in 20th position, with the latter dropping to 21st.

Arbitron has renamed four markets: Cedar Rapids-Waterloo-Dubuque, Iowa; Bristol, Va.-Kingsport-Johnson City, Tenn./Tri-Cities; Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg-Marion, Ill., and Orlando-Daytona Beach-Melbourne, Fla.

New rank	*Old rank*	*Market*	*TV Households*
1	1	New York	6,474,700
2	2	Los Angeles	4,318,000
3	3	Chicago	2,968,100
4	4	Philadelphia	2,481,800
5	5	San Francisco	2,025,900
6	6	Boston	1,933,300
7	7	Detroit	1,644,000
8	8	Washington	1,522,400
9	10	Dallas-Fort Worth	1,454,400
10	11	Houston	1,401,100
11	9	Cleveland	1,391,400
12	12	Pittsburgh	1,175,200
13	13	Miami	1,162,300
14	14	Minneapolis-St. Paul	1,149,500
15	16	Seattle-Tacoma	1,130,500
16	15	Atlanta	1,123,300
17	17	Tampa-St. Petersburg, Fla.	1,105,800
18	18	St. Louis	1,032,300
19	19	Denver	937,700
20	21	Sacramento-Stockton, Calif.	980,600
21	20	Baltimore	851,800
22	24	Hartford-New Haven, Conn.	806,500
23	22	Portland, Ore.	804,600
24	23	Indianapolis	804,500
25	25	Phoenix	780,000
26	26	San Diego	735,000
27	27	Kansas City	711,700
28	28	Cincinnati	692,800
29	30	Milwaukee	687,400
30	33	Orlando-Daytona Beach-Melbourne, Fla.	646,400
31	30	Nashville	646,100
32	31	Charlotte, N.C.	644,100
33	32	Buffalo, N.Y.	626,500
34	34	New Orleans	616,000
35	35	Columbus, Ohio	592,800
36	39	Greenville-Spartanburg, S.C.-Asheville, N.C.	581,400
37	38	Raleigh-Durham, N.C.	579,400
38	37	Grand Rapids-Kalamazoo-Battle Creek, Mich.	572,300

New rank	Old rank	Market	TV Households
38	36	Memphis	572,300
40	40	Oklahoma City	572,100
41	41	Providence, R.I.-New Bedford, Mass.	557,800
42	42	Salt Lake City	548,400
43	43	Charleston-Huntington, W. Va.	528,400
44	44	Louisville, Ky.	509,600
45	45	San Antonio, Tex.	506,200
46	48	Harrisburg-York-Lancaster-Lebanon, Pa.	503,000
47	46	Norfolk-Portsmouth-Newport News-Hampton, Va.	498,200
48	47	Birmingham, Ala.	482,500
49	49	Dayton, Ohio	475,500
50	51	Greensboro-Winston Salem-High Point, N.C.	473,000
51	52	Albany-Schenectady-Troy, N.Y.	470,000
52	50	Wilkes Barre-Scranton, Pa.	466,800
53	54	Little Rock, Ark.	447,000
54	55	Shreveport, La.-Texarkana	446,600
55	57	Tulsa, Okla.	445,100
56	53	Flint-Saginaw-Bay City, Mich.	443,900
57	56	Richmond, Va.	442,300
58	59	Wichita-Hutchinson, Kan.	416,900
59	58	Knoxville, Tenn.	410,500
60	60	Toledo, Ohio	403,200
61	61	Mobile, Ala.-Pensacola, Fla	401,700
62	68	Albuquerque, N.M.	394,200
63	64	West Palm Beach, Fla.	388,300
64	62	Jacksonville, Fla.	384,500
65	63	Fresno, Calif.	379,400
66	67	Syracuse, N.Y.	360,100
67	65	Des Moines	357,700
68	66	Roanoke-Lynchburg, Va.	355,300
69	69	Green Bay, Wis.	352,600
70	71	Rochester, N.Y.	341,600
71	70	Omaha	339,400
72	72	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg-Marion, Ill.	331,200
73	74	Springfield-Decatur-Champaign, Ill.	328,300
74	75	Spokane, Wash.	323,700
75	73	Davenport, Iowa-Rock Island-Moline, Ill.	322,200
76	76	Cedar Rapids-Waterloo-Dubuque, Iowa	322,000
77	78	Lexington, Ky.	302,900
78	77	Portland-Poland Spring, Me.	301,800
79	79	Chattanooga, Tenn.	287,000
80	83	Johnstown-Altoona, Pa.	280,200
81	80	South Bend-Elkhart, Ind.	279,300
82	85	Austin, Tex.	276,000
83	81	Youngstown, Pa.	274,700
84	86	Jackson, Miss.	273,500
85	87	Tucson, Ariz.	271,500
86	82	Springfield, Mo.	270,900
87	84	Bristol, Va.-Kingsport-Johnson City, Tenn.	267,200
88	88	Evansville, Ind.	258,500
89	89	Lincoln-Hastings-Kearney, Neb.	256,600
90	90	Columbia, S.C.	249,300
91	92	Baton Rouge, La.	246,300
92	91	Huntsville-Decatur-Florence, Ala.	246,200
93	94	Burlington, Va.-Plattsburgh, N.Y.	236,600
94	95	Sioux Falls-Mitchell, S.D.	233,900
95	93	Fort Wayne, Ind.	231,600
96	96	Springfield, Mass.	230,100
97	97	Waco-Temple, Tex.	221,600
98	100	Greenville-New Bern-Washington, N.C.	213,400
98	98	Lansing, Mich.	213,400
100	99	Peoria, Ill.	210,700
101	108	Fargo, N.D.	210,500
102	102	Las Vegas	209,400
103	103	Augusta, Me.	201,400
103	106	El Paso	201,400
105	104	Colorado Springs-Pueblo, Colo.	199,700
106	101	Madison, Wis.	195,700
107	107	Savannah, Ga.	194,200
108	110	Salinas-Monterey, Calif.	188,900
109	113	Lafayette, La.	187,500
109	109	Rockford, Ill.	187,500
111	111	Charleston, S.C.	187,100
112	117	Fort Myers-Naples, Fla.	183,300
113	112	Columbus, Ga.	182,800
114	105	Monroe, La.-El Dorado, Ark.	182,600
115	115	Amarillo, Tex.	179,900
116	116	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	178,100
117	114	Duluth, Minn.-Superior, Wis.	176,300
118	118	Joplin, Mo.-Pittsburg, Kan.	173,400
119	119	Montgomery, Ala.	170,000
120	121	Beaumont-Port Arthur, Tex.	169,900
120	124	McAllen-Brownsville, Tex.	169,900
122	120	Yakima, Wash.	169,800
123	129	Wheeling, W. Va.-Steubenville, Pa.	164,400
124	125	Reno	163,400
125	136	Corpus Christi, Tex.	162,600
126	122	Eugene, Ore.	162,000
126	123	Terre Haute, Ind.	162,000
128	127	Tallahassee, Fla.	161,800
129	133	La Crosse-Eau Claire, Wis.	158,900
130	128	Wichita Falls, Tex.-Lawton, Okla.	157,600
131	134	Lubbock, Tex.	157,400
132	130	Wausau-Rhinelander, Wis.	155,900
133	132	Traverse City-Cadillac, Mich.	151,900
134	135	Binghamton, N.Y.	151,400
135	137	Sioux City, Iowa	148,200
136	143	Columbus-Tupleo, Miss.	147,300
137	126	Boise, Idaho	146,300
138	140	Chico-Redding, Calif.	145,200
139	141	Rochester, Minn.-Mason City, Iowa-Austin, Minn.	144,700
140	138	Macon, Ga.	144,200
141	139	Columbia-Jefferson City, Mo.	140,100
142	142	Minot-Bismarck-Dickinson, N.D.	138,400
143	131	Bluefield-Beckley-Oak Hill, W.Va.	137,900
144	145	Odessa-Midland, Tex.	133,500
145	146	Topeka, Kan.	132,600
146	144	Erie, Pa.	130,800
147	150	Bakersfield, Calif.	130,200
148	148	Fort Smith, Ark.	130,000
149	147	Florence, S.C.	129,900
150	149	Albany, Ga.	124,700
150	151	Wilmington, N.C.	124,700
152	153	Quincy, Ill.-Hannibal, Mo.	122,200
153	154	Missoula-Butte, Mont.	118,200
154	152	Medford, Ore.	116,000
155	155	Abilene-Sweetwater, Tex.	114,400
156	156	Bangor, Me.	108,600
157	157	Idaho Falls-Pocatello	107,400
158	158	Utica, N.Y.	101,400
159	160	Tyler, Tex.	98,200
160	159	Dothan, Ala.	95,300
161	161	Rapid City, S.D.	95,200
162	168	Clarksburg-Weston, W.Va.	88,200
163	174	Alexandria, La.	85,200
164	163	Laurel-Hattiesburg, Miss.	84,700
165	164	Elmira, N.Y.	83,200
166	165	Salisbury, Md.	81,400
167	169	Watertown-Carthage, N.Y.	75,500
168	162	Lake Charles, La.	75,400
169	167	Billings-Hardin, Mont.	75,300
170	170	Gainesville, Fla.	74,900
171	171	Meridian, Miss.	71,500
172	172	Ardmore-Ada, Okla.	69,500
173	173	Jonesboro, Ark.	66,400
174	175	Greenwood-Greenville, Miss.	65,900
175	176	Panama City, Fla.	65,100
176	177	Great Falls, Mont.	63,300
177	178	El Centro, Calif.-Yuma, Ariz.	62,500
178	166	Alexandria, Minn.	61,400
179	179	Biloxi-Gulfport-Pascagoula, Miss.	59,100
180	180	Casper-Riverton, Wyo.	57,800
181	181	Eureka, Calif.	56,600
182	184	Roswell, N.M.	55,900
183	183	Jackson, Tenn.	55,500
184	182	Marquette, Mich.	55,400
185	186	Grand Junction, Colo.	54,000
186	188	Palm Springs, Calif.	51,500
187	185	Bowling Green, Ky.	50,600
188	187	Tuscaloosa, Ala.	49,800
189	189	Cheyenne, Wyo.	49,700
190	190	St. Joseph, Mo.	48,600
191	191	Lafayette, Ind.	45,300
192	192	Anniston, Ala.	42,300
193	193	Lima, Ohio	39,600
194	194	Parkersburg, W. Va.	37,400
195	196	San Angelo, Tex.	37,000
196	195	Harrisonburg, Va.	36,700
197	197	Mankato, Minn.	33,000
198	199	Laredo, Tex.	31,900
199	198	Zanesville, Ohio.	30,300
200	200	Presque Isle, Me.	29,100
201	203	Twin Falls, Idaho	26,200
202	205	Victoria, Tex.	25,900
203	204	Bend, Ore.	25,700
204	201	Ottumwa, Iowa-Kirksville, Mo.	24,600
205	206	Helena, Mont.	17,600
206	207	Selma, Ala.	17,300
207	208	North Platte, Neb.	15,900
208	209	Alpena, Mich.	15,300
209	210	Glendive, Mont.	6,300

Libel standard. The Oregon court of appeals last week came down on the side of private plaintiffs in libel suits. It said such plaintiffs need prove only that the defamatory statements resulted from negligence, not malice. The unanimous ruling reversed a decision of a lower court in a $7.4-million libel suit filed against the *Willamette Week*, a weekly newspaper published in Portland, by the Bank of Portland and its president, Homer Wadsworth. They said they were libeled in a story printed in 1978 that questioned the propriety of the bank's dealings with several Portland businessmen. They contended the paper did not try to verify facts in the story and published a one-sided account provided mainly by one source. The counsel for the newspaper contended that ordinary negligence is not an appropriate standard in cases involving constitutionally protected freedom of the press.

And the Oregon Newspaper Publishers Association and the American Civil Liberties Union, which filed briefs in support of the newspaper, said the court in such cases should require plaintiffs to prove "malice"—that the paper knew the statements were false or published them with "reckless disregard of their truth or falsity." That is the standard the Supreme Court applies in libel cases involving public figures. But the court of appeals, in returning the case to the Multnomah County Circuit Court, said the negligence standard provides adequate protection to the media. It said, "The only First Amendment requirement relevant to this appeal is that, in a libel action by a private individual against a media defendant, the plaintiff must prove that the defendant was at least negligent in failing to ascertain whether the defamatory publication was true or false."

12 and a 1.7/9 on KNXT(TV) Los Angeles, at 7:30 a.m. Sundays and a 5.7/12, a 4.7/9 and a 6/11 on WXYZ-TV Detroit, at 7:30 p.m. Saturday.

MCI-TV's *Salute!* has averaged a 1.5/2, a 4.5/7 and a 2.5/4 in New York, where it airs from 8 to 9 p.m. Sundays; a 2.3/4, a 2.9/5 and a 1.6/3 on KCOP(TV) Los Angeles from 9 to 10 p.m. MCA's *Pop-n-Rocker* has averaged a 4.6/14 and a 2.1/8 in New York at 1:30 p.m. Saturday on WABC-TV and a 3.4/11, a 2.7/9 and a 2.1/7 in Los Angeles, on KTLA-TV at 10:30 a.m. Saturday.

During its first three weeks on the air, *Taxi* has averaged an 8.3/18, an 8.8/18 and an 8.9/18 on WNEW-TV New York at 6:30 p.m.; a 4.7/12, a 4.1/10 and 4.7/13 on KTLA(TV) Los Angeles, at 11 p.m. □

CBS takes second week; baseball goes hitless

Premieres were petering out and baseball was in, but the order of finish in the prime time ratings for the second week of the new season (week ended Oct. 9) was the same as for the first. CBS-TV took it again, with an average Nielsen rating/share of 18.0/29, ABC was second with a 17.3/28 and NBC-TV was third with 16.0/26. CBS was down a tenth of a rating point from the opening week and ABC was up a tenth, but the real change was recorded by NBC: A 1.4-point advance, thanks in part—but not entirely—to five full nights of major league baseball playoffs.

Two new shows premiered, in contrast to 11 the week before. Both were on CBS: *Scarecrow and Mrs. King* came in with a 22.3/35 to place sixth among the week's shows, while *Whiz Kids* showed little whiz, producing a 13.6/22 and ranking 48th. CBS's *AfterMASH* dropped five rating points from its premiere performance but still managed a 26.0/37 to rank first again for the week. Three new shows—*AfterMASH*, *Scarecrow and Mrs. King* and ABC's *Hotel*, which scored a 22.0/37 and ranked eighth—made the top 10—unless a 68-minute pro football runover on CBS could be counted a new program in which case there were four. That runover, in the Dallas-Tampa Bay game, did a 22.7/39 and ranked third for the week.

CBS again won Monday, Thursday, Friday and Sunday nights and added Tuesday, won by NBC the week before. ABC again took Wednesday and Saturday.

The three networks' combined rating climbed to 51.3, a 1.4 gain from premiere week and within half a point of the 51.8 scored in the comparable week a year ago. Combined network share for the week was 83 versus 84 a year ago. For the first two weeks the average combined rating and share were 50.4/81 compared with 50.6/82 for the first two weeks of last season.

The second week, night by night:

CBS took Monday with a 20.5/32 average representing *Scarecrow*'s 22.3/35, *AfterMASH*'s 26.0/37, a 20.7/30 for *Jeffersons* and a 3.4 point drop (from premiere week) to 15.8/26 for the new *Emerald Point N.A.S.* Despite *Boone*'s 10.3/16 losing performance against *Scarecrow* and ABC's *That's Incredible* (15.2/24), a *Johnny Carson Anniversary Special* (20.3/31) lifted NBC into second place for the night with an average of 17.0/26. ABC's *Monday Night Football* averaged 15.6/28 over its full three hours 29 minutes, giving ABC a prime time average of 16.7/26.

Tuesday night, CBS's *Mississippi* (16.5/26) and ABC's *Just Our Luck* (16.4/26) and *Happy Days* (16.7/25) tussled to a virtual draw, but CBS's made-for-TV movie, *Secrets of a Mother and Daughter* (18.0/28), outperformed ABC's combination of *Three's Company* (18.9/28). *Oh Madeline* (17.5/26) and *Hart to Hart* (16.5/27) to give the night to CBS at 17.5/27 over ABC at 17.1/27. The night's Philadelphia-Los Angeles National League playoff game and its pregame show carried NBC to within a tenth of a point of ABC for the night at 17.0/27.

ABC took Wednesday night, with *Fall Guy* (18.1/30) trouncing CBS's *Whiz Kids* (13.6/22), and *Dynasty* (22.5.35) and *Hotel* (22.0/37) trouncing the CBS movie, *Carpool* (13.2/21). The Philadelphia-Los Angeles game that night averaged 17.5/29 over its full run and gave NBC a 17.2/28 for the prime time hours.

Thursday night went to CBS, with *Magnum P.I.* doing a 20.8/34 against ABC's *Trauma Center* (13.4/22); *Simon and Simon* turning in 21.8/34 against ABC's *9 to 5* (13.3/21) and *It's Not Easy* (13.4/21), and with *Knot's Landing* producing a 19.6/33 against ABC's *20/20* (15.6/26). On NBC, meanwhile, the American League playoff between Chicago and Baltimore averaged a 16.6/28, giving NBC a second place 16.3/27 for the night.

Friday night also went to CBS, although its *Dukes of Hazzard* (15.5/27) trailed both *Benson* (16.1/29) and *Webster* (17.6/29) on ABC—the first time, ABC said, that any of its regular series had outperformed the *Dukes* in that time period since last Oct. 22. CBS's *Dallas* (23.7/38) swamped ABC's *Lottery* (13.7/22) and CBS's *Falcon Crest* (19.8/34) easily out-distanced ABC's *Matt Houston* (14.6/25). The Baltimore-Chicago game on NBC that night was doing a 14.1/24 to become the lowest rated league championship game ever played in prime time.

Saturday was ABC's, with *T.J. Hooker* turning in one of its better performances at 16.6/30, *Love Boat* doing a 19.1/32 and *Fantasy Island*, in its season premiere, doing a 16.6/29. CBS's *Cutter to Houston* (10.1/18) failed to improve on its premiere performance, and the CBS movie, *September Gun* (15.8/27), was third in its time period, behind Los Angeles-Philadelphia on NBC (16.6/29) as well as the ABC lineup.

CBS took Sunday night by half a point over ABC, thanks to the 22.7/39 produced by the 60-minute runover of the Dallas-Tampa Bay game. Because of the runover, CBS's *60 Minutes* was up against ABC's *Hardcastle & McCormick* again. The first time this happened, also because of a CBS football runover, *Hardcastle* won by two-and-a-half rating points (BROADCASTING, Oct. 3). This time, *60 Minutes* was the winner, 22.1/33 to *Hardcastle's* 18.7/28. NBC's *First Camera*, this time playing against the football runover, was again the week's lowest rated show at 7.7/13.

With two weeks of the new season gone, CBS had a season average of 18.0/29, ABC a 17.2/28 and NBC a 15.2/25.

Rank	Show	Network	Rating/Share
1.	AfterMASH	CBS	26.0/37
2.	Dallas	CBS	23.7/38
3.	NFL Football	CBS	22.7/39
4.	Dynasty	ABC	22.5/35
5.	Making a Male Model	ABC	22.5/36
6.	Scarecrow and Mrs. King*	CBS	22.3/35
7.	60 Minutes	CBS	22.1/33
8.	Hotel	ABC	22.0/37
9.	Simon & Simon	CBS	21.6/34
10.	Magnum, P.I.	CBS	20.8/34
11.	Jeffersons	CBS	20.7/30
12.	Johnny Carson Anniversary	NBC	20.3/31
13.	Falcon Crest	CBS	19.8/34
14.	Knots Landing	CBS	19.6/33
15.	Love Boat	ABC	19.1/32
16.	Three's Company	ABC	18.9/28
17.	Alice	CBS	18.8/28
18.	Hardcastle & McCormick	ABC	18.7/28
19.	Fall Guy	ABC	18.1/30
20.	Secrets Mom/Daughter	CBS	18.0/28
21.	Bustin' Loose	NBC	17.7/27
22.	Webster	ABC	17.6/29
23.	NL Baseball Champ 2	NBC	17.5/29
24.	Jeffersons	CBS	17.5/26
25.	Oh Madeline	ABC	17.5/26
26.	NL Champ. Baseball 1	NBC	17.4/27
27.	Knight Rider	NBC	17.0/26
28.	Happy Days	ABC	16.7/25
29.	T.J. Hooker	ABC	16.6/30
30.	NL Champ. Baseball 4	NBC	16.6/29
31.	Fantasy Island**	ABC	16.6/29
32.	AL Champ Baseball 2	NBC	16.6/28
33.	Hart to Hart	ABC	16.5/27
34.	Mississippi	CBS	16.5/26
35.	Just Our Luck	ABC	16.4/26
36.	Benson	ABC	16.1/29
37.	September Gun	CBS	15.8/27
38.	Emerald Point N.A.S.	CBS	15.8/26
39.	NFL Monday Football	ABC	15.6/28
40.	20/20	ABC	15.6/26
41.	Dukes of Hazzard	CBS	15.5/27
42.	Goodnight, Beantown	CBS	15.4/24
43.	That's Incredible	ABC	15.2/24
44.	Matt Houston	ABC	14.6/25
45.	Trapper John M.D.	CBS	14.4/27
46.	AL Champ. Baseball 3	NBC	14.1/24
47.	Lottery	ABC	13.7/22
48.	Whiz Kids*	CBS	13.6/22
49.	NL Champ. Baseball pre 1	NBC	13.5/24
50.	Trauma Center	ABC	13.4/22
51.	It's Not Easy	ABC	13.4/21
52.	9 to 5	ABC	13.3/21
53.	Carpool	CBS	13.2/21
54.	Ripley's Believe It Or Not	ABC	13.0/21
55.	NL Champ. Baseball pre 2	NBC	12.5/23
56.	NL Champ. Baseball pre 4	NBC	11.9/23
57.	AL Champ. Baseball pre 2	NBC	11.8/22
58.	AL Champ. Baseball pre 3	NBC	10.4/20
59.	Boone	NBC	10.3/16
60.	Cutter to Houston	CBS	10.1/18
61.	First Camera	NBC	7.7/13

* New program-premiere episode
** Returning program-premiere episode

Seeks assignment of license from Continental Radio Corp. to J.B.J. Communications Inc. for $249,656 (BROADCASTING, Oct. 10). Seller is headed by Nathan H. Miller, Virginia state senator. Buyer is equally owned by Robert E. Johnson, president; John H. Swain, and Joseph Salta. It has no other broadcast interests. Filed Sept. 30.

■ WKBD-TV Detroit (ch. 50, ERP: 2,340 kw vis., 209 kw aur., HAAT: 960 ft.)—Seeks assignmeat of license from Field Enterprises to Cox Communications for $70 million (BROADCASTING, May 23, 1983). Seller is owned by Marshall Field V (50%), chairman, and his half-brother, Frederick W. Field (50%). It is divesting itself of its broadcast properties. Field also owns three cable systems and daily *Chicago Sun-Times*. Buyer is publicly traded cable operator and group owner of five AM's, several FM's and six TV's. Cox has announced intention to sell cable system in WKBD-TV coverage area. Filed Sept. 30.

■ WKLZ(AM) Kalamazoo, Mich. (1470 khz, 500 w-D, DA-D)—Seeks assignment of license from Circle Corp. to Independent Voice Inc. for $120,000. Seller is owned by Walter Isbert (51%) and Larry Kronenberger (49%). It has no other broadcast interests. Station has been off-the-air since May 29 because of financial difficulties. Buyer is owned by Edward Gainor (52%), Eric J. Elstro (30%) and Lisa L. Gill (18%). Gainor is currently director of news and operations, and Elstro is currently reporter, both at WSJM(AM) St. Joseph, Mich. Both will resign. Gill is formerly a reporter at WSJM. Filed Sept. 26.

■ KBXM(AM) Kennett, Mo. (1540 khz, 1 kw-D, 500 w-CH)—Seeks assignment of license from Bootheel Broadcasting Co. to KBXM Inc. for $235,000. Seller is owned by Hazel V. Miller and son, Larry Don. It has no other broadcast interests. Buyer is headed by Chancie L. (Rudy) Pylant, who is general manager of KBXM. Filed Sept. 29.

■ KSRD(FM) Seward, Neb. (96.9 mhz, 100 kw, HAAT: 610 ft.)—Seeks assignment of license from KSRD Radio Co. to MusicRadio of Nebraska for $864,000. Seller is general partnership of Mel Wheeler Inc. (80%) and Herman Lee Reavis (20%). Mel Wheeler Inc. also owns WSLC(AM)-WSLQ(FM) Roanoke, Va.; KDNT(AM) Denton, and KDNG-FM Gainesville, both Texas; WSIL-TV Harrisburg, Ill., and KPOB-TV Poplar Bluff, Mo. Reavis is general manager of WSLC-AM-WSLQ(FM). Buyer is owned by Donald Cavaleri (60%) and Stephen Kushner (25%). Cavaleri was previously general sales manager WPGC-AM-FM Morningside, Md. Kushner is currently program director at WBZZ(FM) Pittsburgh, Pa. Filed Sept. 30.

■ WWKO(AM) Fair Bluff, N.C. (1480 khz, 1 kw-D)—Seeks assignment of license from Marshall Media Inc. to WWKO for $196,250. Seller is owned by Joseph L. Cussac. He also owns WBER Moncks Corner, S.C. Buyer is equally owned by Theodore J. Gray Jr., president, Richard H. Marshall, and Michael G. Orr. They are previous owners and current creditors of station. Gray also owns WRHI(AM) Rock Hill, S.C., and WFLB(AM) Fayetteville, N.C. Marshall is account executive at WFLB. Orr also owns WCRE(AM) Cheraw, S.C. Filed Sept. 26.

■ WGGO(AM) Salamanca, N.Y. (1590 kz, 5 kw-D)—Seeks transfer of control of Communications Inc. from John R. Newman (100% before; none after) to Gary L., and Theresa Livingston (none before; 100% after) for $263,500. Seller has application pending to buy WZNG(AM) Cypress Gardens, Fla. (BROADCASTING, Sept. 26). Buyers are Gary Livingston (80%) and wife, Theresa (20%). Gary Livingston is currently operations manager at WUUU(FM) Rome, N.Y.

■ WNYN(AM) Canton, Ohio (900 khz, 500 w-D)—Seeks transfer of control from Stephen A. Bloomfield and others (60% before; none after) to Raymond N. Malcolm and Robert C. Hippler (40% before; 100% after) for $300,000. Seller is headed by Stephen A. Bloomfield, news producer at WJKW-TV Cleveland. It has no other broadcast interests. Buyer is owned by Raymond N. Malcolm and Robert C. Hippler. Malcolm, who already owns 40%, is Canton, Ohio.-based insurance businessman. He also has interest in WTAL(AM) Tallahassee, Fla. Hippler is president and general-manager of WNYN. Filed Sept. 23.

■ WBEU(AM)-WQLO-FM Beaufort, S.C. (960 khz, 1 kw-D; FM: 98.7 mhz, 36 kw, HAAT: 225 ft.)—Seeks assignment of license from Beaufort Broadcasting Corp. to Stephen J. Hannon for $1.2 million, including $330,000 noncompete agreement (BROADCASTING, Sept. 12). Seller is owned by George G. Trask, president; his brother, John M. Trask Jr. (38.5% each), and their mother, Flora G. (23%). None have other broadcast interests. Buyer is Gastonia, N.C. orthodontist, who has no other broadcast interests. Filed Sept. 26.

■ WBOL(AM)-WVST(FM) Bolivar, Tenn. (1560 khz, 250 w-D; FM: 96.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of Bolivar Broadcasting Service Inc. from William H. Morrow (55% before; none after) to Warren H. Isbell (none before; 55% after) for $200,000. Seller has no other broadcast interests. Buyer is leather worker at Armira Corp. in Bolivar, and has no other broadcast interests. Filed Sept. 19.

■ WLUY(AM) Nashville, Tenn. (1300 khz, 5 kw-U, DA-N)—Seeks assignment of license from Mooney-WMAK Inc. to WNQM Inc. for $700,000. Seller is 100% owned by SunGroup Inc., Knoxville, Tenn.-based group owner, headed by George P. Mooney, president. It also owns WSEV-(AM)-WMYU(FM) Sevierville, and WYHY(FM) Hendersonville, both Tennessee, and WERC(AM)-WKXX(FM) Birmingham, Ala. Buyer is headed by Fred P. Werstenberger (64%), who is also majority owner of WVOQ(AM) New Orleans and WMQM(AM) Memphis. It also has pending application for WTIA(FM) Knoxville, Tenn. Filed Oct. 3

■ KMID-TV Midland, Tex. (ch. 2, 100 kw vis., 10 kw aur., HAAT: 1,050 ft.)—Seeks assignment of license from Midessa Television Trust to Telepictures Corp. for $15 million. Seller is based in Odessa, Tex. and has interests in KSWO(AM)-TV Lawton, and KRHD-AM-FM Duncan, both Oklahoma; KGLN(AM) Glenwood Springs, Colo.; KFDA-TV Amarillo, Tex. and a Lawton, Okla., cable system. Buyer is publicly traded syndicator. It has no other broadcast interests Filed Oct. 3.

■ KWHO-AM-FM Salt Lake City, Utah (860 khz, 1 kw-D; FM: 93.3 mhz, 26 kw, HAAT: 3,660 ft.)—Seeks transfer of control of Northwest Radio Broadcasting Co. from Northwest Energy Co. (100% before; none after) to The Williams Co. (none before; 100% after). Seller is publicly-owned natural-gas-pipeline carrier which has accepted takeover bid from buyer at $39 per share for a total of approximately $860 million. It has no other broadcast interests. Buyer is Tulsa, Okla.-based, publicly-owned, diversified industrial corporation. It has no other broadcast interests. Filed Sept. 30.

■ KVEZ(FM) Smithfield, Utah (103.9, 3 kw)—Seeks assignment of license from M and M Broadcasting Co. Inc. to Ronald Christner and others for $235,000. Seller is owned by Gregory Merrill (80%) and David J. Miller (20%). Merrill is associate with Chapman Associates. Miller is president of the Utah Broadcasters Association. They have no other broadcast interests. Buyer is limited partnership. Ronald Christner (55%), his brother, Daniel (7.5%), and Richard Cano (7.5%), are general partners. Ronald Christner professor of business administration at Loyola University, New Orleans, and real estate investor. Daniel Christner is announcer at WJBO(AM) Baton Rouge. Richard Cano is sales representative at KCEY(AM)-KMIX(FM) Turlock, Calif.

■ WJOY(AM)-WQCR(FM) Burlington, Vt. (1230 khz, 1 kw-D, 250 w-N; FM: 98.9 mhz, 50 kw, HAAT: 290 ft.)—Seeks assignment of license from Vermont Broadcasting Corp. to Hall Communications Inc. for $2.2 million, including $660,000 cash. (BROADCASTING, Sept. 19). Seller is principally owned by Frank A. Balch. It has no other broadcast interests. Buyer is owned by Robert M. Hall (56%), his wife, Ruth (24%), and their daughter, Bonnie H. Rowbotham (20%). It also owns WONN(AM) Lakeland, and WPCV(FM) Winter Haven, both Florida; WLPA(AM)-WNCE(FM) Lancaster, and WBVP(AM)-WWKS(FM) Beaver Falls, both Pennsylvania; WICH(AM)-WCTY(FM) Norwich, Conn., and WNBH(AM)-WMYS(FM) New Bedford, Mass. Filed Sept. 23.

■ WPQZ(AM) Clarksburg, W. Va. (1400 khz, 1 kw-D, 250 kw-N)—Seeks assignment of license from The Gilcom Corp. of West Virginia to Radio Two for $387,500. Seller is owned by Edward T. Giller. It also owns WFBG-AM-FM Altoona, Pa., and WEIR(AM) Weirton, W. Va. It is applicant for WLEE Richmond, Va. Buyer is owned by Jack T. Cloyd (90%) and his son, J. Michael Cloyd (10%). It also owns WKKW(FM)Clarksburg. Filed Sept. 26.

■ KOJO(AM)-KJOZ(FM) Laramie, Wyo. (1490 khz, 500 w-D, 250 w-N; FM: 102.9 mhz, 80 kw, HAAT: 1,150 ft.)—Seeks assignment of license from Meadowlark Broadcasting Inc. to Rocky Mountain Radio Corp. for $600,000. Seller is owned by George M. Malti, San Francisco-based broadcasting attorney. He also owns KYVA(AM)-KOVO(FM) Gallup, N.M. Buyer is equally owned by David R. Nicholas, former BROADCASTING employe, and now Laramie, Wyo., attorney and state senator, and Joseph M. Russin, who was recently senior producer for public-television series, *Inside Story*. They have no other broadcast interests. Filed Sept. 23. Sept. 23.

■ [CP]KLYX(FM) Thermopolis, Wyo. (98.3 mhz, 3-kw)—Seeks assignment of license from Long Lines Broadcasting Inc. to Longcrier Radio Inc. for $10,500 (BROADCASTING, June 27, 1983). Seller is owned by Bruce R. Long. It also owns KURA-AM and [CP]KKLX-FM both Moab, Utah. Buyer is owned by B. Edward Longcrier and wife, Dee Ann, (jointly 51%), and his brother Paul, and Paul's wife, Jeri (jointly 49%). Edward Longcrier is announcer and engineer at KELA-AM-FM Centralia, Wash. It also purchased KTHE(AM) from seller. Filed Oct. 4.

Actions

■ WQCN(AM) Savannah, Ga. (1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Kar-Whel Enterprises Inc. to Alvin L. Korngold for $156,500, plus other considerations. Seller is owned by Dale L. Karacostas. It has no other broadcast interests. Buyer also has interest in KLAV(AM) Las Vegas. (BAL-830810FQ). Action Sept. 30.

■ WROI(FM) Rochester, Ind. (92.1 mhz, 3 kw, HAAT: 240 ft.)—Granted assignment of license from Fidelity Broadcasting Co. Inc. to Manitou Broadcasting Corp. for $240,000. Seller is owned by Joseph P. Sweeney. It has no other broadcast interests. Buyer is headed by John O'Neill, president. It has no other broadcast interests. (BALH-830809HR). Action Sept. 30.

■ WGEO-FM Beaverton, Mich. (97.7 mhz, 3 kw, HAAT: 310 ft.)—Granted assignment of license from Midwest Broadcasting to Maines Broadcasting Inc. for $70,000. Seller is owned by Leona Katherine Lacey. It has no other broadcast interests. Buyer is owned by Ronald W. Maines, president (50.27%) and 13 others. It also owns WMPX(AM) Midland, Mich. (BALH-830720HH). Action Sept. 26.

■ KOOK-AM-FM Billings, Mont. (970 khz, 5 kw-U, DA-N; FM: 102.9 mhz, 100 kw, HAAT: 500 ft.)—Granted assignment of license from Mathias Enterprises to KOOK Associates Ltd. for $2,005,500. Seller is owned by Robert C. Mathias, Kenneth D. Morse and Emery S. Sims III. It also owns KYJC(AM) Medford, Ore. Buyer is owned by Mesa Broadcasting Co. (90%) and Daniel G. Miller (10%). Mesa is headed by John W. Hough, president. It also owns KUUY(AM)-KKAZ(FM) Cheyenne, Wyo., and KQIL-(AM)-KQIX-FM Grand Junction, Colo. (BAL,H-830718EP,Q). Action Sept. 28.

■ WGY(AM)-WGFM(FM) Schenectady, N.Y., and WSIX-AM-FM Nashville (WGY: 810 khz, 50 kw-U. WGFM: 99.5 mhz, 10 kw, HAAT: 930 ft. WSIX: 980 khz, 5 kw-U. WSIX-FM: 97.9 mhz, 100 kw; HAAT: 1,140 ft.)—Granted assignment of license from General Electric Broadcasting Co. to Foster Management for about $14.5 million. Seller is New York-based subsidiary of General Electric Corp., group owner of three AM's, five FM's and three TV's and also owner of 13 cable systems. GE has put up all eight radio stations and two of its TV's for sale (BROADCASTING, Nov. 22, 1982). Buyer is New York-based venture capital firm, headed by John H. Foster, in limited partnership with Sky Corp., New York-based radio group owner of four AM's and two FM's, headed by Dennis R. Israel, president. (BAL,BAPLH-830726HZ,GE). Action Sept. 22.

■ WPTR(AM) Albany, N.Y., and WFLY(FM) Troy, N.Y. (1540 khz, 50 kw-U, DA-1; FM: 92.3 mhz; 13 kw; HAAT: 850 ft.)—Granted assignment of license from stockholders of Rust Communications Group Inc. to Five States Tower Co. Inc. for $4 million. Seller is headed by William F. Rust Jr., president (51.7%). It also owns WHAM(AM)-WHFM(FM) Rochester; WFLY(FM) Troy, all New York;

Summary of broadcasting
as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.